

Abstract of the Disclosure

Disclosed is a system for conditionally presenting selected categories of advertising to viewers. Advertisements may be included as part of a broadcast signal, may be acquired from a channel or MPEG stream different from a viewed program, may be downloaded from network including the Internet and may be stored locally in a set top box. Computer program code operating in a set top box selects an advertisement from a plurality of ads based upon indicator information including category and priority level. Viewer category selections may be entered by the user, may be selected in response to use of a personalized remote control, or may be provided in a pre-programmed set top box. Viewer requests for categories of advertisements or for specific advertisements may be processed by upstream equipment to formulate a broadcast schedule. Viewer may pay an upgrade fee for viewing upgraded advertising and/or advertisers may pay a fee based upon the number of times an ad is displayed.